

CASE STUDY: CRICKET

The AdaptMX Display+ product drives higher conversion rate and site traffic for Cricket.

FLIGHT 12/01/21-12/29/21

SCALE Total impressions: 1,273,793

A/B TEST

50/50 split: original ad VS. display+ enhanced ٠

CTR increased from 0.05% to 0.10% ٠

CAMPAIGN RESULTS

Increase in CTR



Increase in **Engagement Rate**

ORIGINAL CREATIVE

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cricket

ENHANCED CREATIVE



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